



PRESS RELEASE

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“SMES WERE TRAINED TO IDENTIFY BUSINESS OPPORTUNITIES”

SAN SALVADOR- The U.S. Agency for International Development (USAID) Promoting Economic Opportunities Program gave today a seminar entitled: “ A Creative Strategy for SMEs, in the Current Economic Context”.

The explosion of the global economic-financial instability, the international crisis deepening and the economic indicators saying that the crisis will affect most Latin American countries, were the facts that USAID’s Program included to analyze the impact on the Salvadoran economy, and specially on the Small and Medium Sized Enterprises (SMEs) segment.

Sandra Lorena Duarte, USAID Financial Services Project Manager, noted that it is important to consider global and individual actions to avoid that such effect paralyzes SME’s stability and development. “This seminar allows to identify the opportunities that the SME’s have even within this scenario, and how a creative strategy can make the difference to get out of the crisis strengthened”, she added.

During the activity, the economist Luis Membreño presented reflections on the impact of the global crisis, El Salvador’s current economic context, and a time and intensity impact assessment. Also, he identified opportunities and actions to reduce the effect.

Juan Carlos Ramirez, Colombian consultant, SMEs Specialist, presented the theme talk: “A Creative Strategy for SMEs in the Current Economic Context”, which highlighted that financing is the key factor for SMEs to grow. On his talk he taught this sector how to present their projects to a bank to persuade them to approve the projects.

From its beginning on June 2006, the USAID SMEs Financial Services Project has provided training for this segment and the Financial System’s banks. “We have raised awareness in the banking sector on the importance of financing SMES, a profitable segment for the financial institutions and engine of El Salvador’s Economy”, Sandra Lorena Duarte declared.

The event was attended by SMEs managers and owners, sector’s managers and business executives, program partner banks’ employees and other invited financial institutions, government agencies that provide askance to that sector, specialized organizations, professional associations, chambers, donors and consultants.

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